

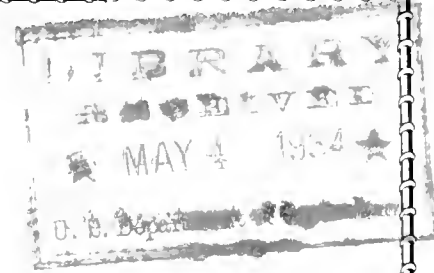
## **Historic, archived document**

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# **The Wayzata Everbearing Strawberry . . . .**



Tops the market in 1933---Will top the market in 1934.

Unexcelled in Size, Appearance, Flavor or Quality.

Not a Novelty. A Strawberry of proven merits.

Our plant Stock is Clean, Vigorous and Hardy.

Prices are Reasonable. Start a patch of Strawberries this Spring that will make you money.

Order Early. Stock limited.

## **Braden Brothers,**

WAYZATA, MINNESOTA

# The Wayzata Everbearing Strawberry

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A NEW DEAL FOR STRAWBERRY GROWERS. AT LAST, AN ALL SEASON STRAWBERRY THAT HAS ALL THE GOOD QUALITIES OF THE BEST SPRING BEARING KINDS. THE WAYZATA WILL MAKE AUGUST, SEPTEMBER AND OCTOBER THE BEST SEASON FOR STRAWBERRIES IN THE NORTH. A MODERN DEVELOPMENT THAT WILL REVOLUTIONIZE THE GROWING AND MARKETING OF AMERICA'S FAVORITE FRUIT. A FINE SHIPPING, CANNING AND TABLE BERRY COMBINED. A BEARING SEASON OF AT LEAST THREE MONTHS. TOPS THE MARKET FOR ITS APPEARANCE; HOLDS THE MARKET BY ITS MERITS. A REAL MONEY MAKER. A SINGLE ACRE HAS PRODUCED BERRIES THAT SOLD FOR OVER \$1,000. THIS IN DEPRESSION YEARS. A GREATER DEMAND EVERY YEAR FOR SIX YEARS. THE WAYZATA PROMISES TO BECOME THE STANDARD STRAWBERRY OF THE NORTH.

## The Wayzata has Won Through Merit

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The Wayzata plant stock was developed by us from a single plant, discovered on our place 8 years ago. The identity of this plant was unknown in this region. Experts are of divided opinion, as to the origin of the variety.

Our patches have been open to public inspection for 7 years, and the hundreds of people who saw the Wayzata in bearing have been unanimous in pronouncing it the best strawberry they had ever seen. We ask you to personally inspect our patches, where we developed this clean, vigorous plant stock; free from seedlings or mixture with any other variety. Our patches are at Wayzata, Minn., and on 45th Avenue North, Minneapolis, between Minneapolis and Robbinsdale. We grow no other variety of strawberry; we sell no other nursery stock. Our only sales agencies are: The Farmers Seed and Nursery Co., Faribault, Minn., Mr. J. D. Winter, 2194 Hendan Avenue, St. Paul. Order direct from us, or from either of these dealers.

The Wayzata has no similarity to any strawberry grown in this region. It has proved superior in every respect to any other everbearer grown here. Experts on the development of strawberry varieties pronounce the Wayzata the most promising now offered and recommend it for planting to replace other varieties. Investigate! Plant this spring a patch of strawberries that will yield you a good crop this fall and again next spring. Why wait until the Wayzata becomes the standard of market gardeners and you are left with a patch of the old varieties that will be hard to sell?

The Wayzata will grow equally well on clay, peat or sandy soil. Our methods of fertilizing and care of plantings sent with every order.

# WHAT OTHERS SAY:

L. R. Fischer,  
4824 Penn Ave. S.,  
Minneapolis, Minn.

Gentlemen:

I was very well pleased with the results I obtained from your new strawberry which you named Wayzata. It has lived up to all that you said it would do.

It is a very sturdy variety that produces fruit that is extremely large, firm and with a very sweet flavor. With us it has set new plants very freely and can say that it has outdone the Mastodan two to one in all respects. It is a pleasure to sell and will recommend it very highly.

I congratulate you for producing this fine strawberry.

L. R. Fischer.

## MINNESOTA FRUIT GROWERS' ASSOCIATION

St. Paul, Minn.

October 21, 1933.

Braden Bros.  
Wayzata, Minn.

You will be interested to know that the Fruit List Committee of the Minnesota State Horticultural Society will recommend placing your new strawberry, the Wayzata, on the official list of varieties approved for trial, at the next general session of the Society to be held next month.

During the past year I have talked with many fruit growers who have seen or grown this new strawberry. It is the consensus of opinion that the Wayzata is much superior in quality and appearance to any other everbearing strawberry now grown in the middle west. As I recall you won first place at the 1933 Minnesota State Fair with this strawberry. The Wayzata appears to be one of the most outstanding of the new fruits of recent origin, and is likely to be of considerable commercial value to growers in this state on account of its excellent shipping qualities.

J. D. Winter, Secretary.

Minneapolis, Minnesota,  
December 21, 1933.

After two years' experience of selling the Wayzata Strawberry we find that this berry is far superior to any other berry we have ever handled.

It has a wonderful appearance which makes it a good seller and its flavor and keeping quality makes it a favorite with the customers.

H. E. Paulson,  
Witts Market House.

Wayzata, Minnesota,  
December 20, 1933.

We have handled the Wayzata Everbearing Strawberry for the last three years and find them satisfactory in every way.

Their keeping quality has made them a leader over all other everbearing berries.

Pettitt-Kysor & Co.

Minneapolis, Minnesota,  
December 21, 1933.

I have been using these Berries for practically an entire season, starting in July and continuing until October 23rd, and during this time my only trouble was in securing enough of Braden Berries, as they were so far ahead of others in shipping quality and appearance that they sold themselves, and one order always meant a repeat.

E. H. Magnuson, Veg. Buyer,  
Gamble-Robinson Co.

"From one year's experience, I am very favorably impressed with the Wayzata strawberry especially in quality which I think is quite superior to anything we have ever grown, and I have so reported in Wisconsin Horticulture."

H. J. Rahmlow, Sec'y,  
Wisconsin State Horticultural Society.

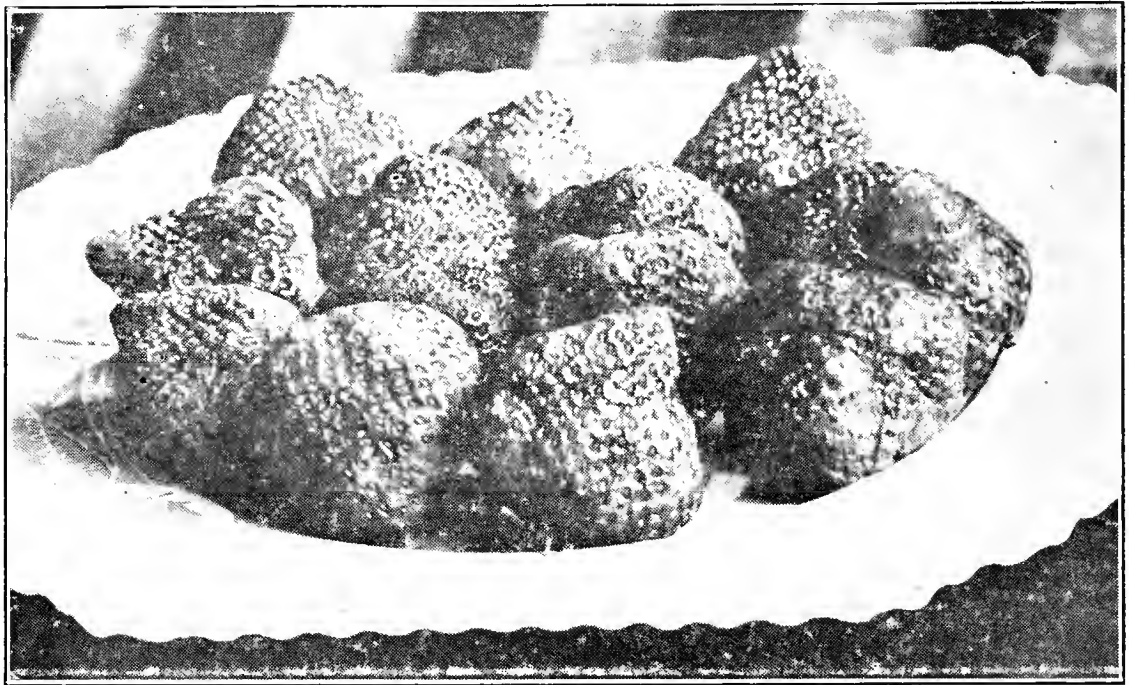
## PRICE LIST:

25 Plants .....	\$ 3.00
50 Plants .....	4.00
100 Plants .....	7.50
500 Plants .....	32.00
1000 Plants .....	50.00
5000 Plants or more	\$40.00 per thousand F. O. B. Wayzata

Write for prices on larger quantities.

10% discount for Cash with order to March 1, 1934.

A Plate of "Wayzata" Berries Picked in Mid-October



Recommended by Minnesota State Horticultural Society  
FIRST PRIZE Minnesota State Fair 1932-1933.

An all Season Berry of Quality. Six Successful Seasons

Plant a Modern Strawberry. MARKET A BERRY THAT SELLS ON SIGHT  
Plant a Proven Strawberry. PRICES ON PLANT STOCK INSIDE.

**BRADEN BROTHERS** : Box No. 21  
WAYZATA, MINN.



See 562 P. L. & R.  
U. S. POSTAGE  
**PAID**  
Wayzata, Minn.  
Permit No. 12

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY  
and Vegetable Crops and Diseases  
GPO 8-3591